

IP Business – Business Model

(1) The business develops and sells packaged (ready to use, well supported, market focused) IP to global businesses for incorporation into their products. Revenue is derived from combinations of recurrent royalties and from license, design service and consultancy fees levered by the IP. The IP may be narrowly focused at one technical domain, or may be broader to include complete product developments levered from a core of proprietary IP.

(2) The business's communication-based leadership and management policies, which are as important as the IP development and market knowledge components, are designed to make the business dynamic, exciting, highly technically innovative and efficient. The business aims to attract the best people via these policies, by doing only leading edge technical work and by maintaining close university relationships. These factors, combined with market knowledge and with other advantages that flow from being small-medium sized, result in a business that is more efficient at R&D than its customers and being in advance of those customers in the development of that R&D. The policies are also intended to be the basis for maintaining high margins.

(3) The IP originates from Universities and-or recent grads/post-grads that have been involved with the creation of University IP or with leading edge research in Universities and technology businesses, or from the business's own R&D as it grows.

(4) The business invests in, and levers from, its own highly developed market knowledge.

(5) The business targets rapidly growing, highly technically demanding market places.

(6) The business expects to generate spin-offs in which it will maintain a business interest.

(7) The business regard itself as a service business rather than product business. This increases its efficiency in supporting customers, with the objective of developing flexible long term relationships.

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